

# 2018-2023 Global Stationery Consumption Market Report

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## **Abstracts**

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Stationery market for 2018-2023. Stationery is a mass noun referring to commercially manufactured writing materials, including cut paper, envelopes, writing implements, continuous stationery and other supplies. Stationery includes writing instrument, paper products, office stationery and other stationery.

The Indian stationery industry is highly scattered and is largely dominated by the unorganised sector and the situation is quite alarming for the organised players industry. Factors like lack of modern production facilities, unorganised nature of functioning, marginal demands, government policies and international competition are largely contributing to the slow growth of the organised stationery industry in India. However, the industry is now showing signs of organised growth, as a result of tremendous increase in the demand for the stationery products in India. This demand can be attributed to the entry of a large number of international brands in India. The industry is a mature one, which has entered the post-competition phase into a brand-creating era, whereby competition will turn from pure price competition to multifaceted brand competition consisting of service, management and shopping environment.

On the basis of type of utility, the Stationery market is segmented into writing instrument, paper, office stationery and other type. The paper segment is expected to account for the largest share of the India market in 2017.

Over the next five years, LPI(LP Information) projects that Stationery will register a xx% CAGR in terms of revenue, reach US\$ xx million by 2023, from US\$ xx million in 2017.



This report presents a comprehensive overview, market shares, and growth opportunities of Stationery market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

from the sales of the following segments:
Segmentation by product type:
Writing Instrument
Paper Products
Office Stationery
Other
Segmentation by application:
School
Government and Commercial
Home and Hobby
Other
This report also splits the market by region:
Americas
United States
Canada

Mexico



	Brazil
APAC	
	China
	Japan
	Korea
	Southeast Asia
	India
	Australia
Europ	ре
	Germany
	France
	UK
	Italy
	Russia
	Spain
Middl	e East & Africa
	Egypt
	South Africa
	Israel



Turkey

**GCC** Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

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KOKUYO Co,Ltd
Shachihata
Pentel
PILOT CORPORATION
uni Mitsubishi
Lexi Pens
Shanghai M&G Stationery
Deli
Shenzhen Comix Group
Beifa Group
Wenzhou Aihao Pen
True Color
Guangbo Group
Snowhite stationery

ITC



Navneet

G M Pens International

Cello Corporate (BIC)

Ballarpur Industries

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

## **RESEARCH OBJECTIVES**

To study and analyze the global Stationery consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Stationery market by identifying its various subsegments.

Focuses on the key global Stationery manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Stationery with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Stationery submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.



To strategically profile the key players and comprehensively analyze their growth strategies.



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